Report to the Auburn City Council

To: Mayor and City Council

From: Robert Richardson, City Manager

Date: September 13, 2010

Subject: Economic Development Funding Requests

The Issue

Shall the City provide funding for the Old Town Vintage Trailer Classic and funding to cover costs associated with Auburn's Host-City Invitation Amgen Tour of California 2011?

Conclusion and Recommendation

That the City provide funding for the Old Town Vintage Trailer Classic and funding to cover costs associated with Auburn's Host-City Invitation Amgen Tour of California 2011?

Background

During the past Economic Development Meeting the Commission considered two funding requests. The first was for support of the Old Town Auburn Vintage Trailer Classic which is scheduled for September 25th and 26th in the Jurors' Parking Lot. This will be a display of vintage trailers – at least 30 years old – about half Airstreams and the balance other brands. There will be an Airstream trailer representing every decade from the 40's to the present, as well as restored trailers. It is anticipated to include 30 trailers and will be free for both spectators and exhibitors. The show will run from 4pm to 7pm on Saturday; 10am to 3pm on Sunday. OTBA has provided $500 as seed money for the event.

The second funding request from the Chamber of Commerce was to assist in funding support for the Amgen Host-City application proposal. The City was given an invitation to apply to become a Host-City for the 2011 Amgen tour given the positive experience they had in Auburn this past year. The Chamber led a Committee of more than 20 members to develop both a strong written proposal and an accompanying video. The Chamber is requesting $1,000 in funding support primarily to cover the costs of video production.

Fiscal Impact

Old Town Vintage Trailer Classic: $100 cash support - $100 in-kind staff support.
Auburn Host-City Invitation Amgen Tour of California 2001: $1,000 cash support

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